



MINUTES

TOURISM ADVISORY BOARD

TUESDAY, APRIL 22, 2014 AT 6:30 PM

*City Council Chambers, Building Four,
450 Cypress Creek Road, Cedar Park, Texas 78613*

BOARD MEMBERS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input checked="" type="checkbox"/> Robert Schoen, Place One, Secretary | <input type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six |

- 1) **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Kirkland called the meeting to order at 6:30 PM with six members present.
- 2) **Board Members Opening Comments** *None*
- 3) **Citizen Communications** *None*
- 4) **Approval Of Minutes Of The Tourism Board Meetings**
 - a) April 1, 2014 Special Called Meeting.
MOTION: Board Member McLaughlin made a motion to approve the minutes of the April 1, 2014 special called Tourism Advisory Board meeting as presented. Board Member Storm seconded the motion. The Motion passed unanimously 6-0, with Board Member Brooks being absent.
- 5) **Consider Financial Report – Aaron Rector, Assistant Finance Director**
 - a) Quarterly Report On Revenues, Expenditures, And Fund Balance.
Aaron Rector, Assistant Finance Director provided The Board with a quarterly report on revenues, expenditures and fund balance. The period covers October through December, or the first quarter of the fiscal year. Occupancy tax collections are approximately \$25,000 higher than projected or 23%, as well as \$12,000 higher than at this time last year. He noted that historically the first quarter is the lowest, until last year when the second quarter was the lowest. The change in trend is most likely due to the Formula 1 race at The Circuit of the Americas Track. Occupancy tax collections for all hotels continue to experience growth. Occupancy has continued to stay at 71.5%. The year-end fund balance is \$1,077.169, less than 1% difference than the \$1,069.812 projected balance.
- 6) **Presentation – (None)**

7) Discussion and Possible Action

- a) Consider Subcommittee Members
 - i) Marketing and Advertising Subcommittee
 - ii) Hotel and Lodging Subcommittee
 - iii) Funding Procedures, Guidelines and Applications Subcommittee
 - iv) Historic Preservation Subcommittee

The Board discussed subcommittee assignments. Vice Chair Olguin will remain on the marketing and advertising subcommittee, Board Member Storm will join the marketing and advertising subcommittee. The hotel and lodging subcommittee will remain the same with Board Members McLaughlin and Brooks. Secretary Schoen will remain on the funding applications, procedures and guidelines subcommittee, Board Member Star will join the funding applications, procedures and guidelines subcommittee. The historical preservation subcommittee will remain the same with Chair Kirkland, Vice Chair Olguin and Board Member Brooks.

MOTION: Board Member Storm made a motion to approve the updated subcommittee member assignments. Board Member Star seconded the motion. The Motion passed unanimously 6-0, with Board Member Brooks being absent.

8) Staff Reports - Discussion Only (None)

- a) Updates On Marketing And Promotions –Katie Krampitz, Tourism Services
 - i) May Events and Activities.
 - ii) Update On Promotional Opportunities.
 - iii) Update On 2013-2014 Marketing Activities.
 - iv) Update On Texas Travel Industry Association (TTIA) Events.
 - v) Update On Texas Hill County Trails Program

Katie Krampitz, Tourism Services Manager provided an update on the Cedar Park Fun website as well as updated Trip Advisor and Tour Texas banners, as well as the Texas Municipal League Travel and Leisure Edition advertisement. She provided website statistics and advised that the increased traffic to the “Elizabeth Milburn Park” page may be due to the Chamber of Commerce Cook-off event. She provided an update of marketing and advertising activities including, Discover Texas, a marketing co-op with the Texas Hill Country Trails program, Go-Texas, Trip Advisor, Texas Monthly, and AAA Texas Journey. Concepts for advertising opportunities include “KidVenture”, “Catch Cedar Park Fever” and “Catch the Fun.” The new edition of the Visitor Guide will include a sports venues section and should be done in approximately a month. Currently the department is running a sweepstakes to win a family four-pack to the Disney on Ice, “Rockin’ Ever After” performance at The Cedar Park Center. She attended the Texas Travel Fair which is a Texas Department of Transportation, Travel Division event held annually. This event is held for the thousands of Travel Information Center employees across Texas. It’s an opportunity for destinations to promote their communities and educate traveler counselors across the state. This was the second year which Cedar Park participated. She noted that many of the traveler counselors were familiar with Cedar Park, primarily the Steam Train and The Cedar Park Center. She will be attending her third and final year of the Texas Travel Industry Association’s (TTIA) Travel and Tourism College which upon completion she will receive a “Certified Tourism Executive” or CTE certification. She was also recently appointed to the Board of Directors for the Texas Hill Country Trail Region (HCT). The HCT will begin exploring the idea of developing a hiking and biking trail specifically for the 19 county, Hill Country Trail Region. She noted that if the trail map does develop, Cedar Park and Williamson County would have a strong presence due to the Brushy Creek Trail.

9) **Consider Excused Absences From Tourism Advisory Board Meeting (None)**

10) **Staff Closing Comments** *Duane Smith, Tourism and Community Development Manager advised that hopefully by next month's meeting staff will have received The Chamber of Commerce's post event report.*

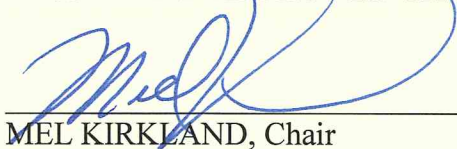
11) **Board Members Closing Comments** *Secretary Schoen advised The Board that The Austin Steam Train Association's Executive Director, Holly Doggett, has submitted her resignation. She has worked for ASTA for seven years and has found the opportunity to be the Executive Director for a not-for-profit theater group in Kentucky. Her last day will be May 29th. She has been instrumental in ASTA's success and she will be missed. Applications for the position will be open soon. He also noted that ASTA hauled about 1,000 people or two trains worth, to the Burnet Bluebonnet Festival. The Rippling Stream went into service the same weekend. Three cars have been refurbished in sixteen months. Regular work days are taking place to put together the Steam Train. The train museum is moving forward and he hopes to have it ready and open by the end of May. Chair Kirkland noted that he attended a Texas Stars hockey game which played to a sold out crowd. He said that overall the experience, entertainment and family value make it a number one event. Board Member McLaughlin informed The Board that this year has been their best year. The Stars finished first overall in the American Hockey League with a team record of 106 points. Travis Morin, a Texas Stars player was named the Most Valuable Player in the league as well as the leading scorer. Curtis McKenzie, also a Texas Stars player was named Rookie of the Year. Playoffs begin against Oklahoma, in Oklahoma. The first home game is April 30th, and then May 2nd and 3rd if necessary.*

12) **Request For Future Agenda Items** *None*

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, May 27, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

13) **Adjournment.** *Chairman Kirkland adjourned the meeting at 7:08pm.*

PASSED AND APPROVED THIS 27th DAY OF MAY 2014.



MEL KIRKLAND, Chair

ATTESTED BY:



ROBERT SCHOEN, Secretary